

**A Study on
Role of Social Media content quality in shaping perception**

With respect to

CAMPA COLA

Chetamoni Pavan Kumar

23MG101B11

Under the supervision of

Dr. G Mahendar sir

**Project submitted in partial fulfillment for the award of the Degree of
BACHELOR OF BUSINESS ADMINISTRATION**



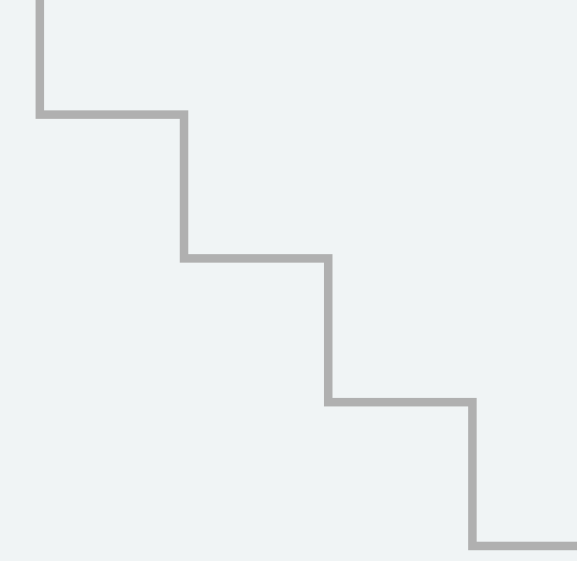
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2021-24

Role of Social Media content quality in shaping brand perception: A Study on Campa Caola





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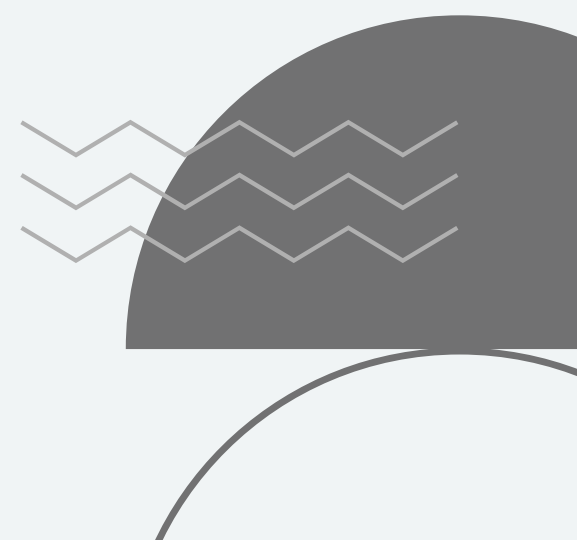
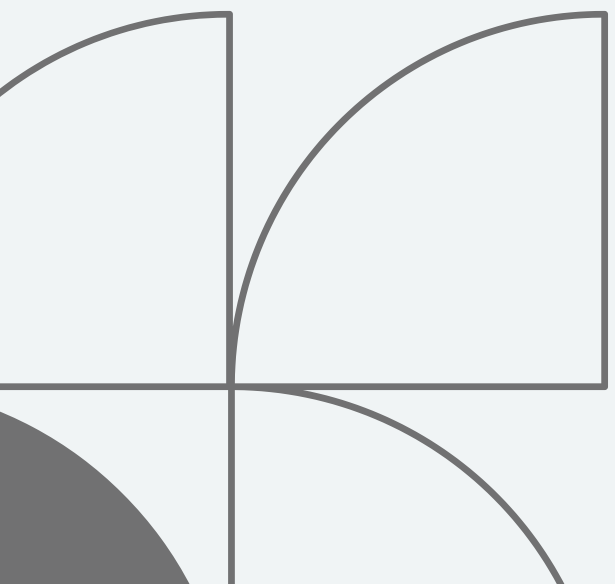
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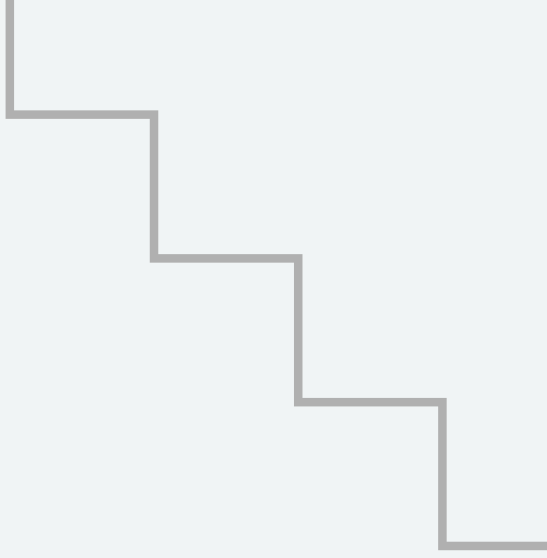
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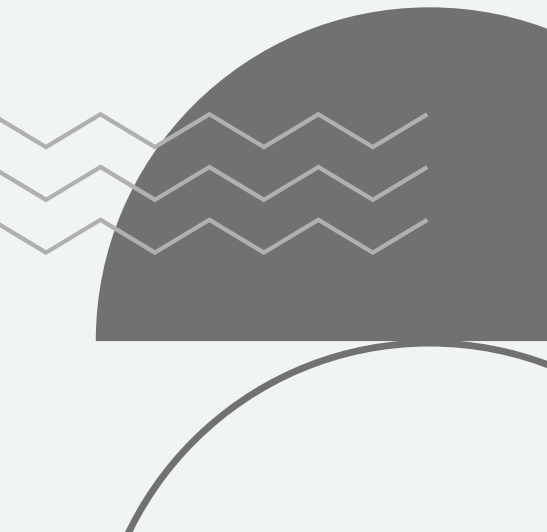
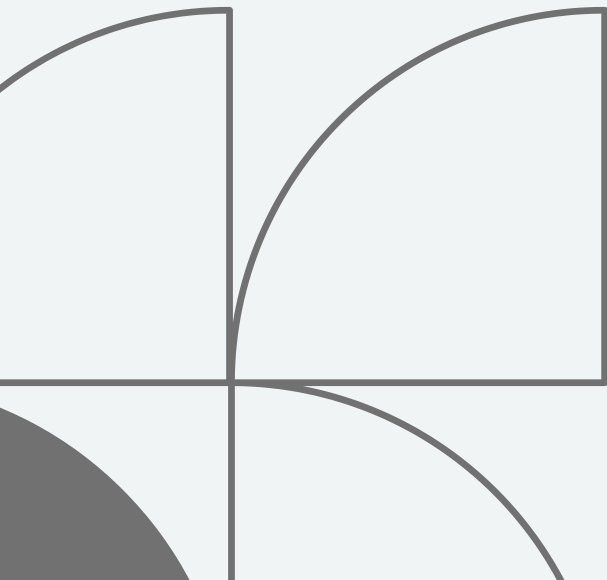
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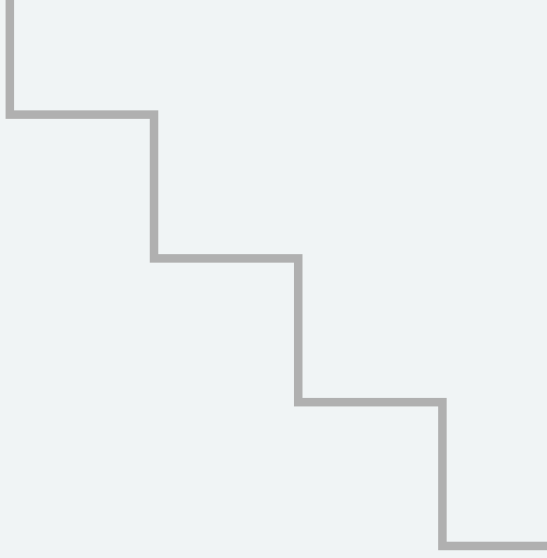




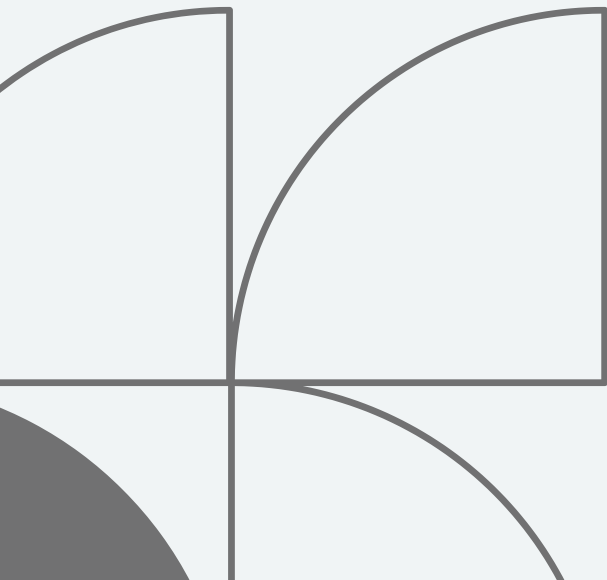
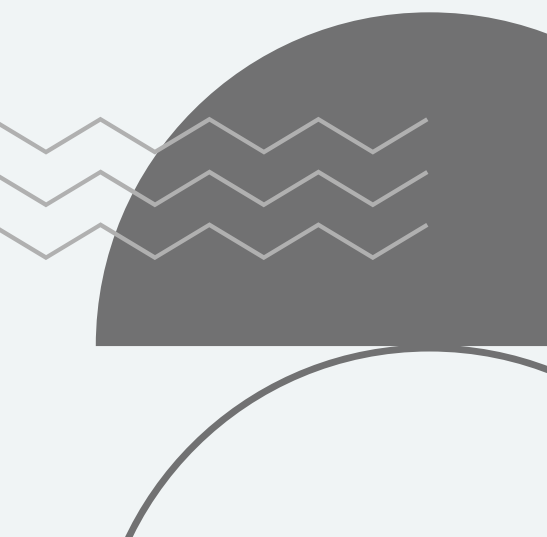
INTRODUCTION

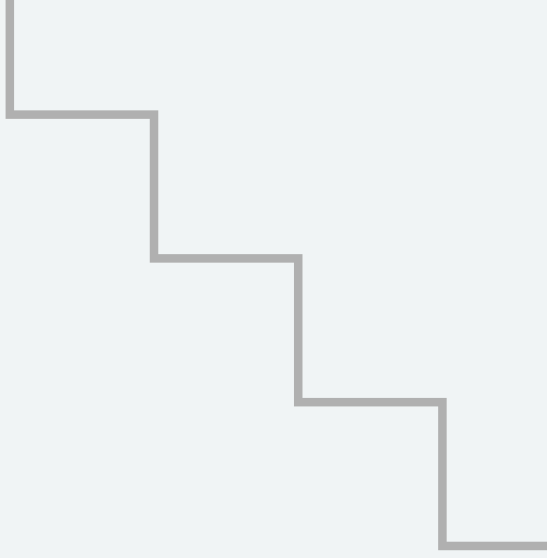
In today's digital era, social media place, a crucial role in influencing how consumers perceive a brand. High High-quality content is not just about visual. It includes creativity, relevance, consistency, and emotional connection for content. Quality becomes a key factor in rebuilding trust and attracting modern consumers. Paragraph.





OBJECTIVES

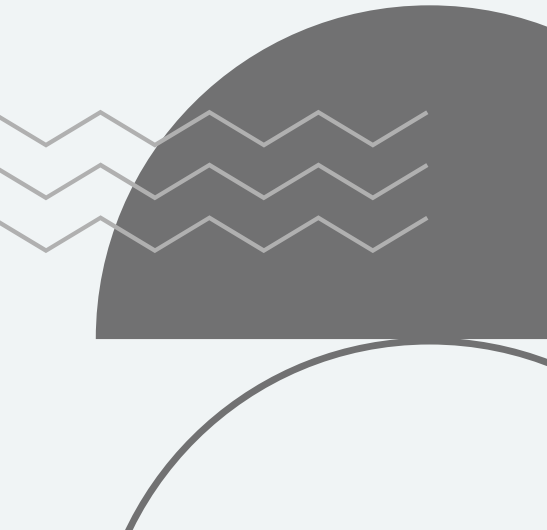
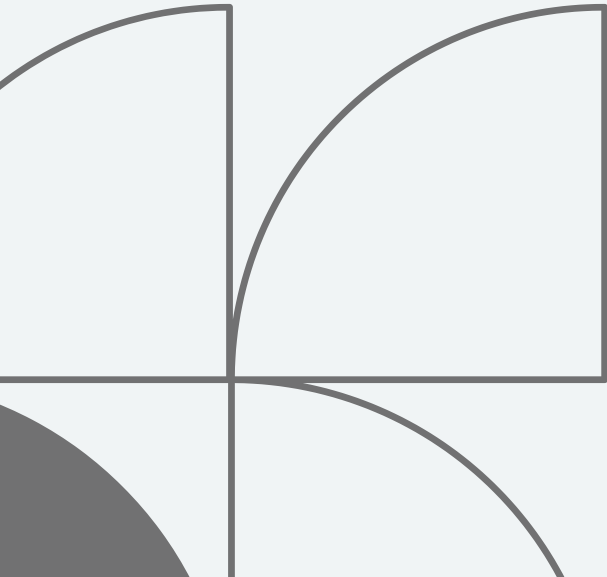
- To analyse how social media content quality influences brand perception of Campa Cola among consumers
 - To study the effectiveness of visuals,captions,videos and overall creativity used by Campa Cola
 - To identify key factors influencing perception
 - To compare social media content strategies of campa cola with brands like Pepsi and Coco-Cola.
 - To examine the relationship between content quality and brand loyalty among consumers
- 
- 



NEED FOR THE STUDY

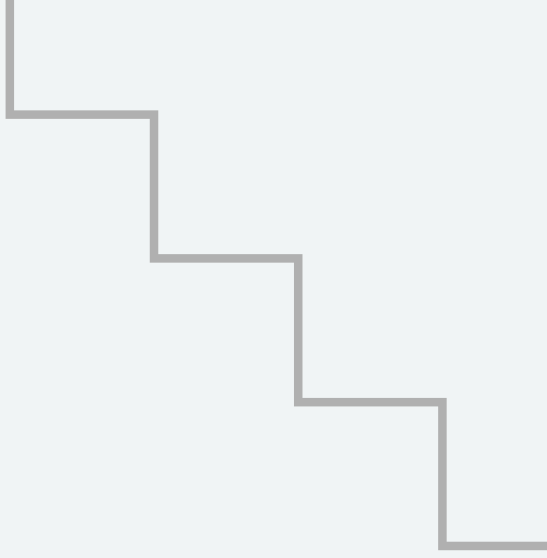
Social media has become one of the most powerful tool for brand communication. Consumers, Consumers no longer rely only on traditional advertising.[news paper, TV, advertising, pamphlets, banners, etc...]. Instead, Instead the form opinions based on what they see and interact with online. This This creates a strong need to study what content quality influences brand perception.

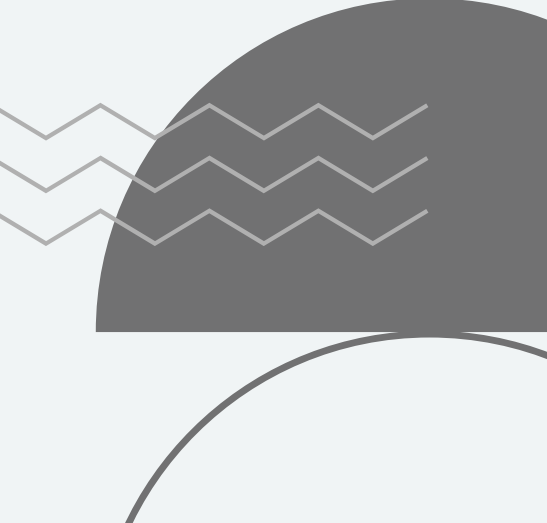
The revival of Campa Cola makes the study even more relevant as a brand retry in the market, it it must come compete with well established players and build a strong digital presence to attract modern consumers





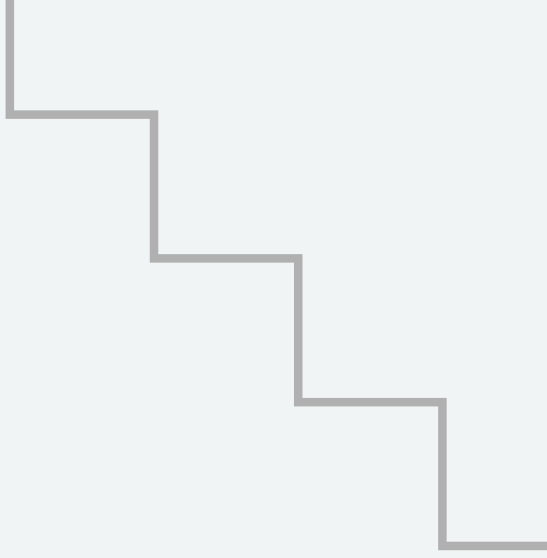
SCOPE OF THE STUDY

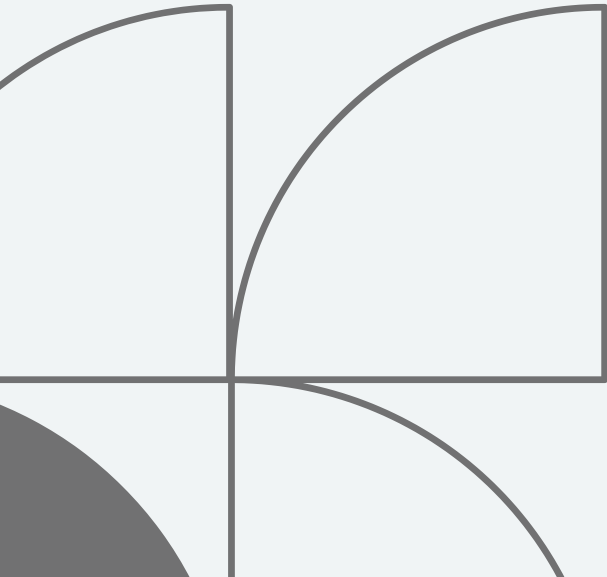
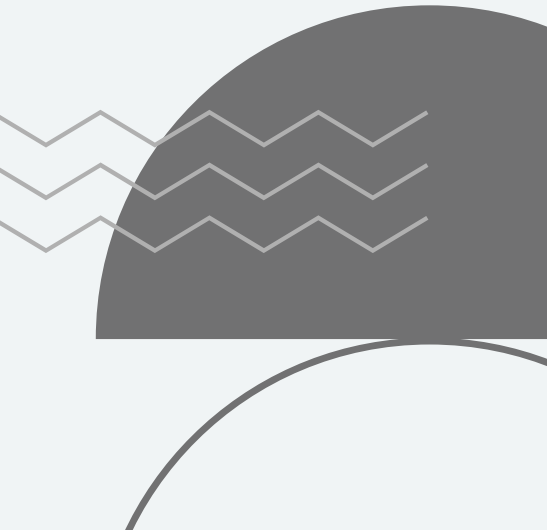


- The The scope of the study focuses on analysing how social media content quality influences the perception of consumers to Campa Cola.
 - The study is limited to social media platform such as Instagram, Facebook and Youtube
 - It evalutes how content affects
 - 1.Brand image
 - 2.Customer engagement
 - 3.Purchase intention
 - The study also includes a comparative understanding with other beverage brands
 - The analysis is based on primary data [Survey] and secondary data [Articles,websites,reports.]
- 



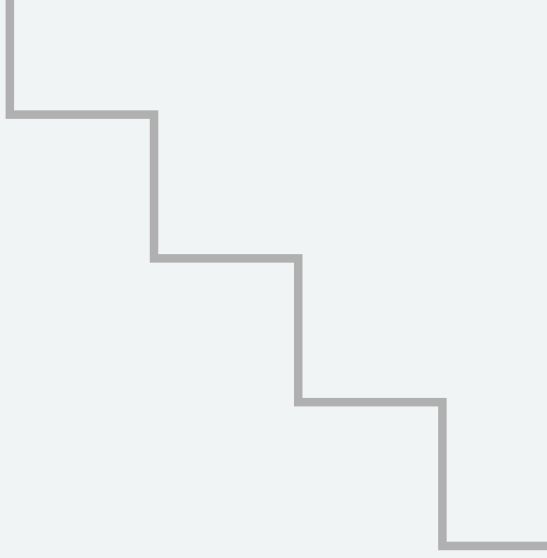
RESEARCH MRTHODOLOGY



- The The study uses a descriptive research design to understand consumer perception and behaviour
 - Sample size : 101
 - The The study uses primary data through Questionnaire[survey], Google forms.
 - Correlation Correlation analysis is used to study relationship
 - Primary data: Online/offline surveys
 - Secondary data: articles, Journals, reports
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HYPOTHESIS



Null Ho: There is no significant relationship between social media, content, quality, and brand perception of Campa Cola

H1: There There is a significant relationship between social media, content, quality, and brand perception of Campa Cola

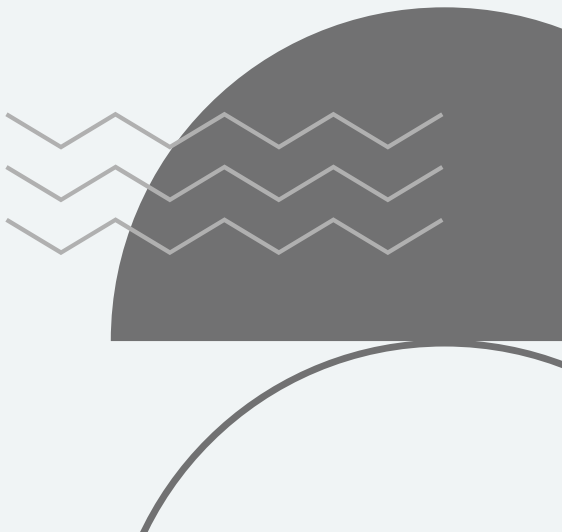
Additional Hypothesis

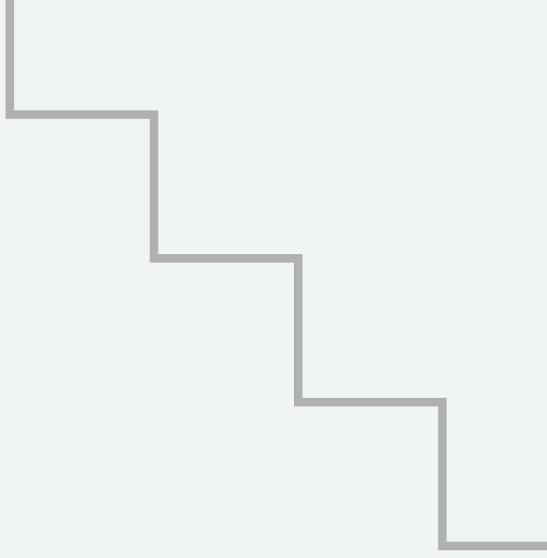
Ho1: Content Content quality does not influence customer engagement

H11: Content Content quality positively influence customer engagement

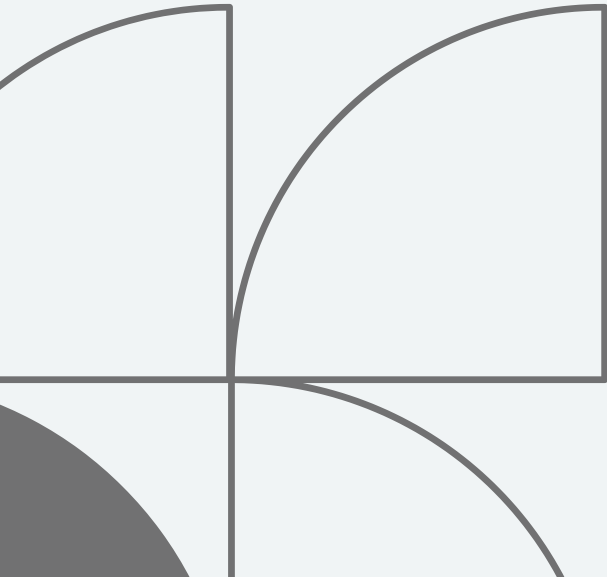
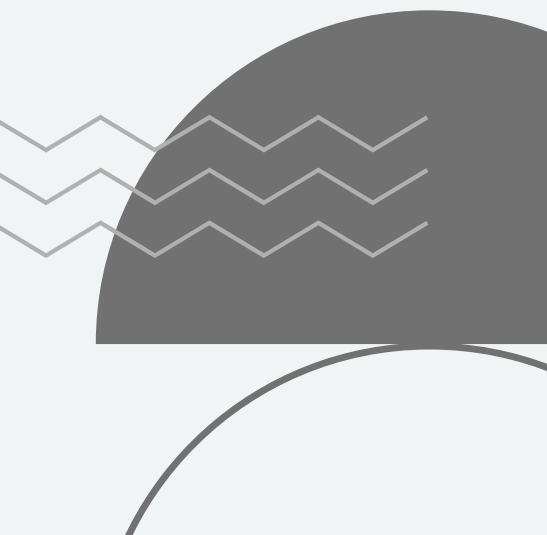
Ho2: Social media content does not affect purchase intention

H12: Social Social media content significantly affects purchase intention



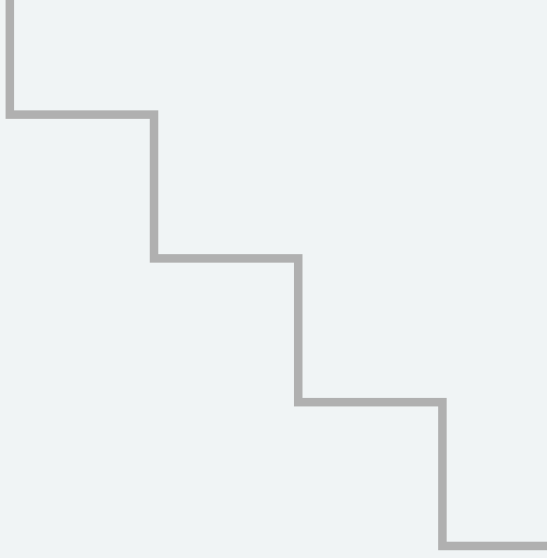


LIMITATIONS

1. The study is based on A relatively small number of respondents which may not fully represent the entire population
 2. The data is collected for a specific area or group so the findings may not apply to all regions or demographics
 3. The study is conducted within a limited time period which restricts in-depth analysis and data collection
 4. Some information about Campa Cola [such as internal marketing strategy, or analytics] it is not publicly available
 5. Social media trends change very quickly, so findings may become outdated overtime
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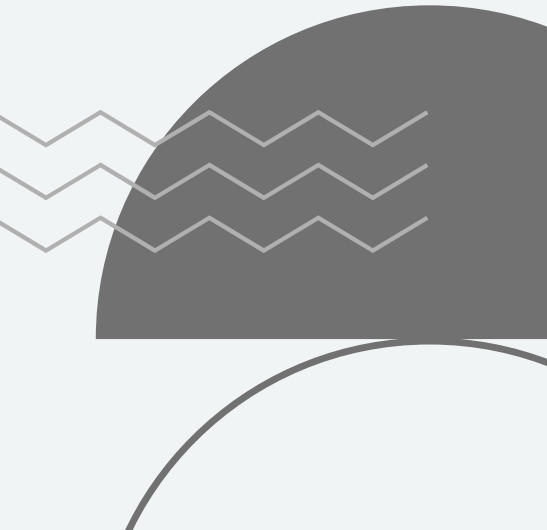
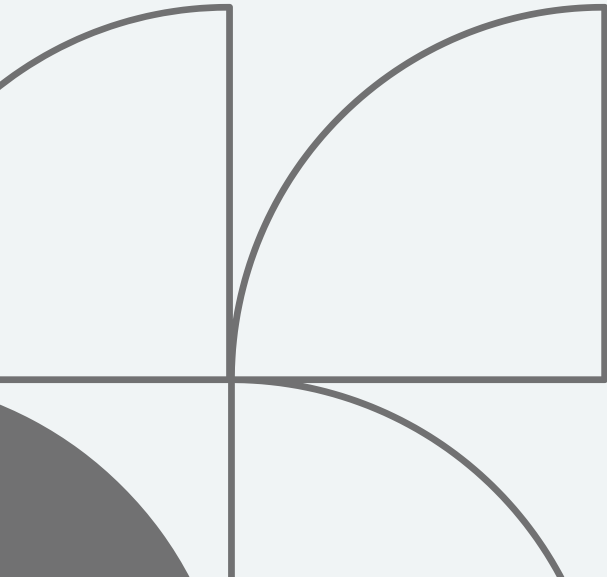


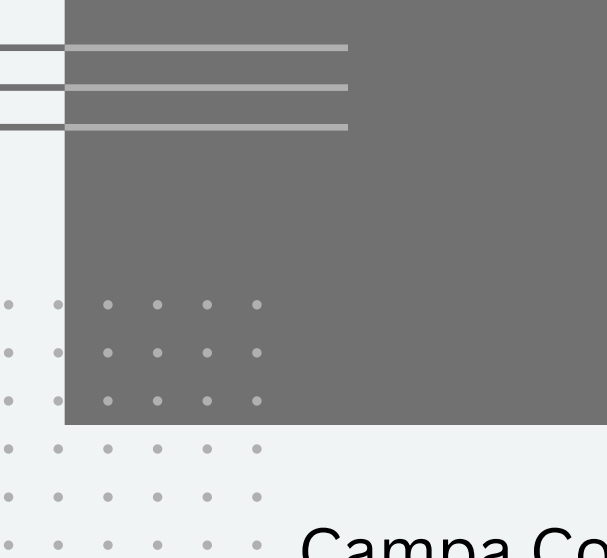
FAST -MOVING CONSUMER GOODS



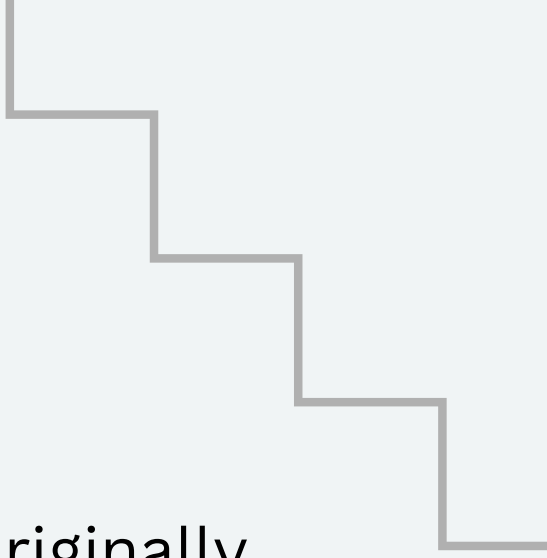
The Fast-Moving Consumer Goods (FMCG) industry consists of products that are sold quickly at relatively low cost and are consumed on a daily basis. These include items such as food and beverages, personal care products, household goods, and over-the-counter medicines. The key characteristics of the FMCG sector are high volume, low margins, and frequent consumer purchases. Companies in this industry focus heavily on strong distribution networks, branding, and marketing strategies to maintain customer loyalty and ensure product availability across urban and rural markets.

The FMCG industry plays a vital role in the economy, especially in countries like India, where it is one of the largest sectors contributing to GDP and employment. With the rise of digital marketing, e-commerce platforms, and changing consumer preferences, the industry is rapidly evolving. Factors such as increasing disposable income, urbanization, and demand for convenience products are driving growth. Additionally, companies are focusing more on sustainable packaging, health-conscious products, and innovation to stay competitive in a highly dynamic market.





CAMPA COLA



Campa Cola is a well-known player in the FMCG industry, particularly in the beverages segment. Originally popular in India during the 1970s and 1980s, the brand made a strong comeback after being acquired by Reliance Industries Limited. As part of the FMCG sector, Campa Cola focuses on high-volume, low-cost products that cater to mass consumers, especially in the carbonated soft drinks category. The brand competes with global giants like Coca-Cola and PepsiCo by offering affordable pricing and strong distribution strategies.

Campa Cola is a historic Indian soft drink brand launched in 1977 by the Pure Drinks Group, primarily to fill the gap left by Coca-Cola when it exited India due to regulatory issues. Known for its iconic slogan “The Great Indian Taste,” Campa Cola quickly gained massive popularity and became a market leader across India during the late 1970s and 1980s, offering flavors like cola, orange, and lemon. However, with the economic liberalization of 1991, international giants such as PepsiCo and Coca-Cola re-entered the Indian market with strong marketing strategies, advanced distribution systems, and global brand appeal, which led to a steady decline in Campa Cola’s presence. After nearly disappearing from the market, the brand was revived in 2022 by Reliance Industries, which relaunched it in 2023 under its FMCG division with a focus on affordability, aggressive pricing, and wide distribution through Reliance Retail stores. The company is also leveraging nostalgia marketing to attract older consumers while simultaneously targeting younger audiences through modern branding and digital campaigns. Today, Campa Cola is re-emerging as a strong value-for-money alternative in India’s competitive soft drink industry, aiming to challenge established players and rebuild its legacy as a proud Indian beverage brand.

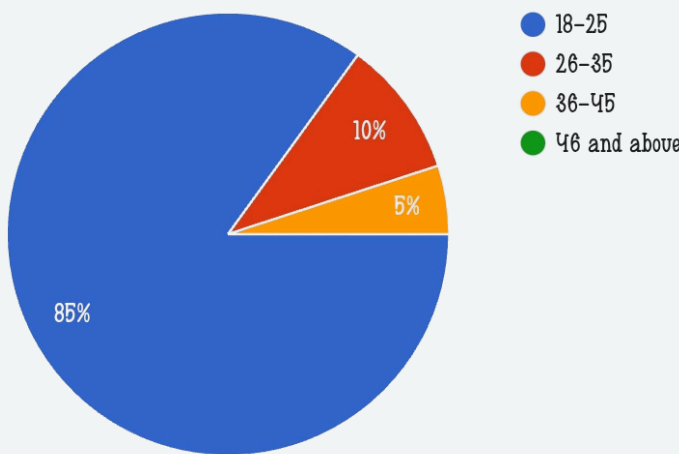
Data Analysis & Interpretation

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AGE: The analysis of age distribution of 100 respondents, with a strong dominance of the 18–25 age group, which accounts for 85% of the total sample. This indicates that the majority of participants are young adults, likely students or early-career individuals. The 26–35 age group represents a much smaller portion at 10%, while only 5% fall within the 36–45 category. There are no respondents aged 46 and above, suggesting that the data is heavily skewed toward a younger demographic, which may influence the overall insights and preferences reflected in the study.

Age

100 responses

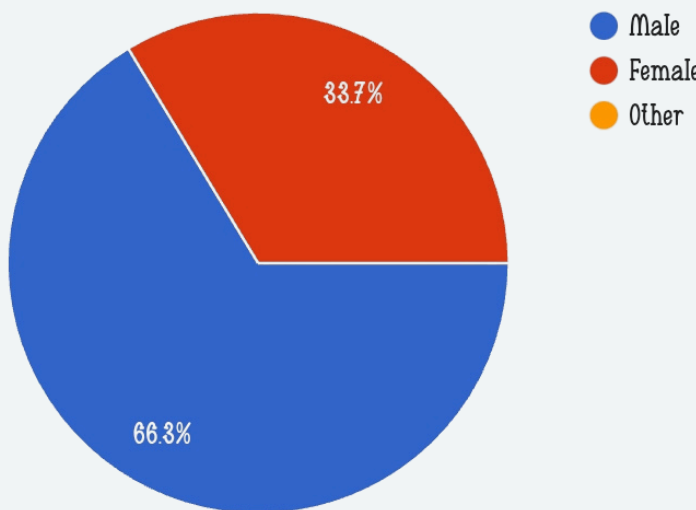


Gender

101 responses

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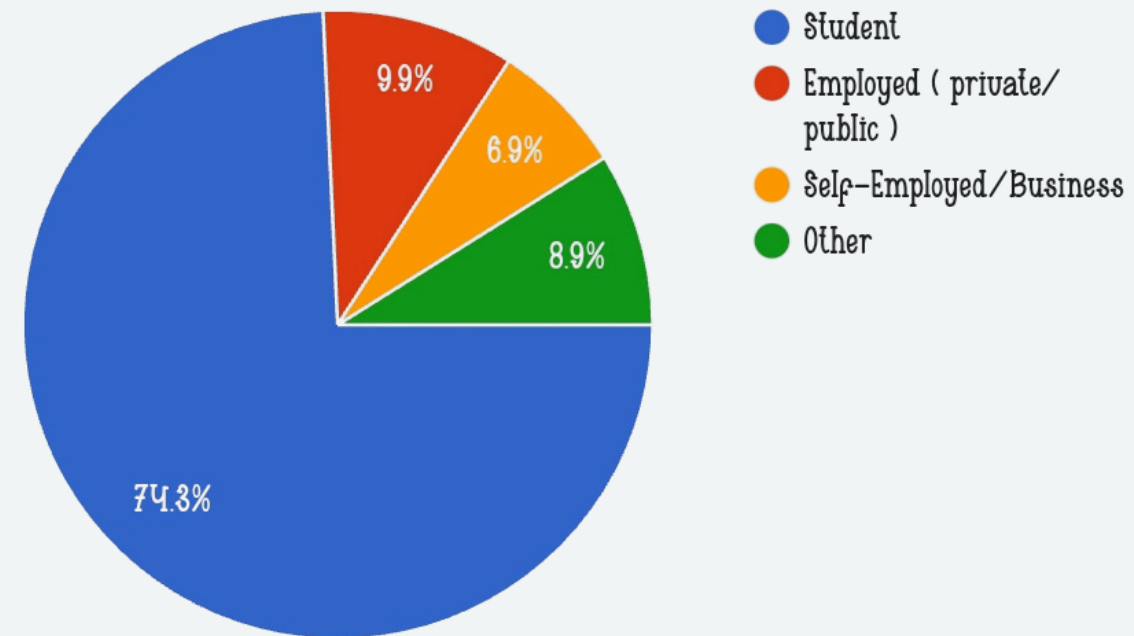
GENDER: The provided pie chart illustrates the gender distribution among 101 survey respondents. The data reveals a significant majority of male participants, who account for 66.3% of the total. Female respondents make up the remaining 33.7% of the sample. Notably, although "Other" is listed as a category in the legend, it does not appear to have any representation in the final results. Overall, the survey population is skewed toward men, who outnumber women by a ratio of approximately two to one.



Occupation

101 responses

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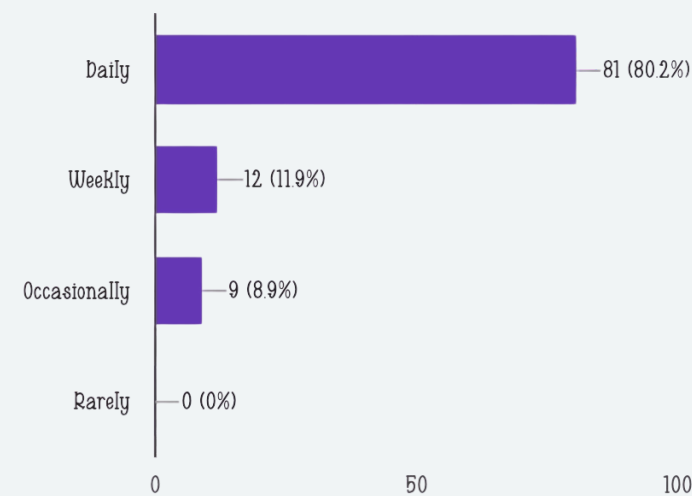
Occupation:

Out of 101 respondents, the majority (74.3%) are students, indicating the sample is heavily student-dominated. Smaller portions include employed individuals (9.9%), those categorized as “other” (8.9%), and self-employed/business respondents (6.9%). This suggests the survey results largely reflect the perspectives of students rather than a balanced workforce demographic.

Introduction-Data Interpretation

How often do you use Social Media.?

101 responses

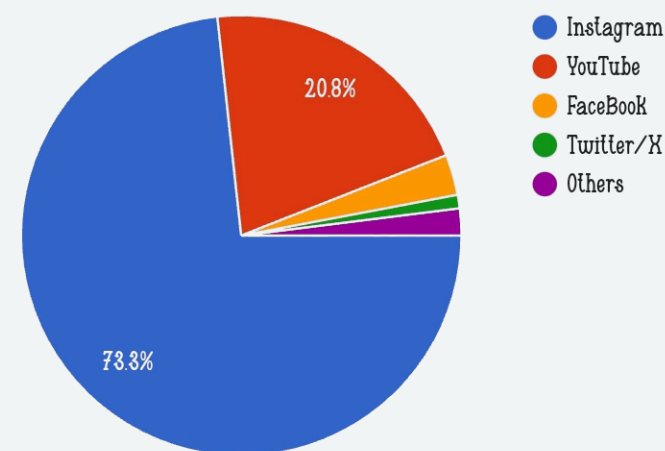


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Social media usage is extremely high among respondents, with 80.2% using it daily. A smaller group uses it weekly (11.9%) or occasionally (8.9%), while no respondents reported rarely using it. This indicates that social media is deeply integrated into the daily routine of most participants.

Which Social Media platforms do you use the most.?

101 responses



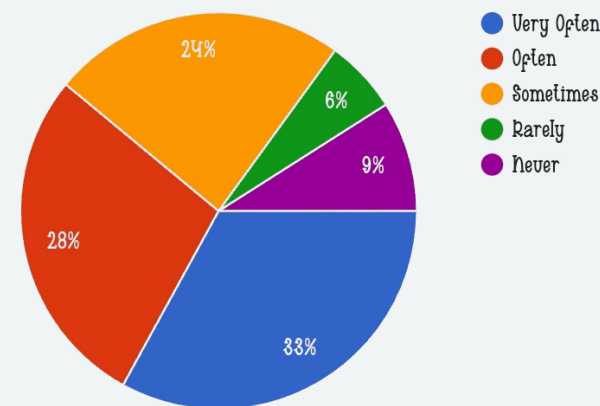
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Instagram dominates as the most-used platform, with 73.3% of respondents choosing it. YouTube follows at 20.8%, while Facebook, Twitter/X, and others account for only a small fraction. This shows a strong preference for visually driven and content-rich platforms among the audience.

How often do you see Campa Cola on Social Media ?

100 responses

 [Copy chart](#)



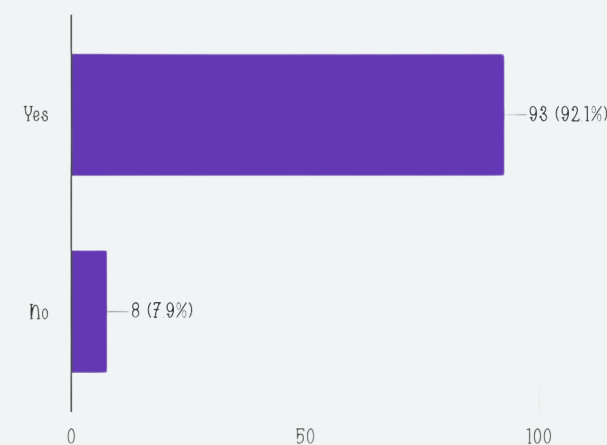
Frequency of seeing Campa Cola on social media:

Visibility is moderate to high, with 33% seeing it very often and 28% often. Meanwhile, 24% see it sometimes, 6% rarely, and 9% never. This suggests the brand has decent reach but could improve consistency in visibility.

Are you aware of Campa Cola ?

101 responses

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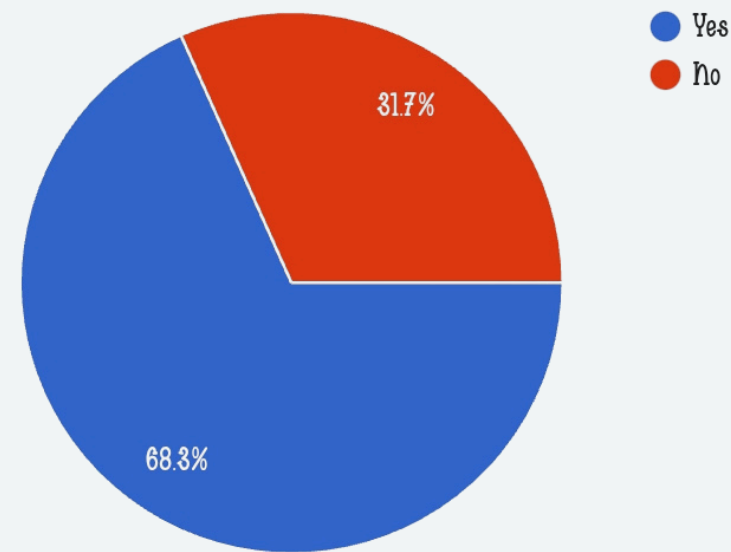


A large majority (92.1%) of respondents are aware of Campa Cola, while only 7.9% are not. This indicates strong overall brand awareness among the surveyed group.

Do you follow Campa Cola on Social Media?

101 responses

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Following Campa Cola on social media:

About 68.3% of respondents follow Campa Cola, while 31.7% do not. This indicates a solid follower base, though there is still a significant portion of the audience that could be targeted for engagement.

HYPOTHESIS 1 - Analysis

$$r = 0.735$$

The correlation analysis between social media factors (entertainment, visual appeal, useful information, offers & discounts, personalized ads, and creativity) and customer engagement (interaction, purchase intention, preference, and recommendation) resulted in a Pearson correlation coefficient of $r = 0.735$. This indicates a strong positive relationship between the two variables. It suggests that as the effectiveness and exposure of social media content increase, customer engagement levels also rise significantly.

This finding highlights that social media plays a crucial role in influencing user behavior, enhancing their interaction, and increasing their likelihood to purchase and recommend the product.

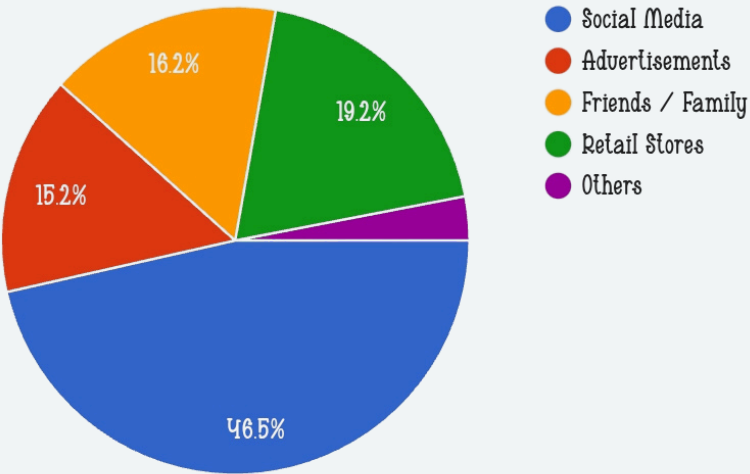
Since the correlation coefficient value ($r = 0.735$) reflects a strong positive relationship, the null hypothesis (H_{01}) is rejected and the alternative hypothesis (H_{11}) is accepted, confirming that there is a significant relationship between social media marketing efforts and customer engagement.

Customer Engagement

Where did you first hear about Campa Cola ?

99 responses

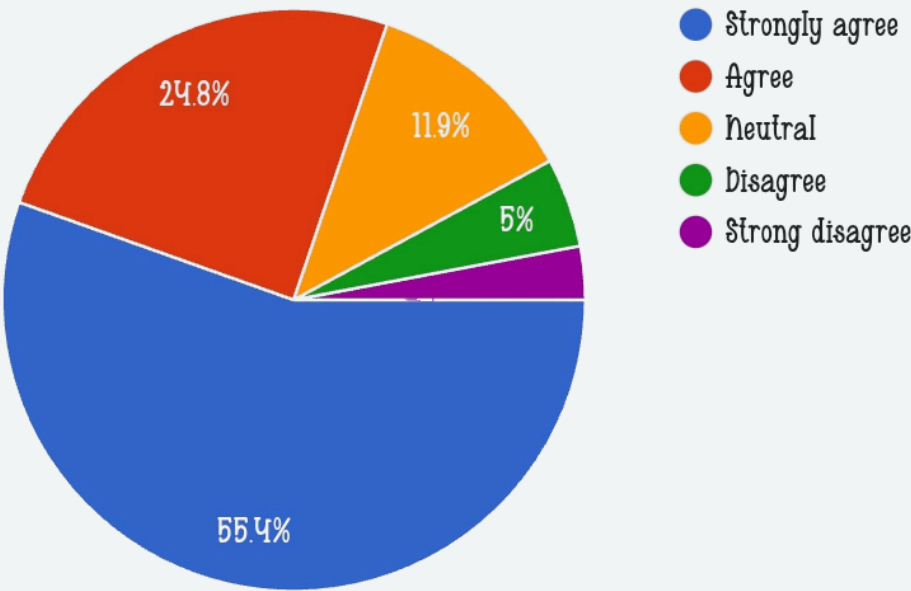
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Do you find the content visually appealing (images/ videos) ?

101 responses

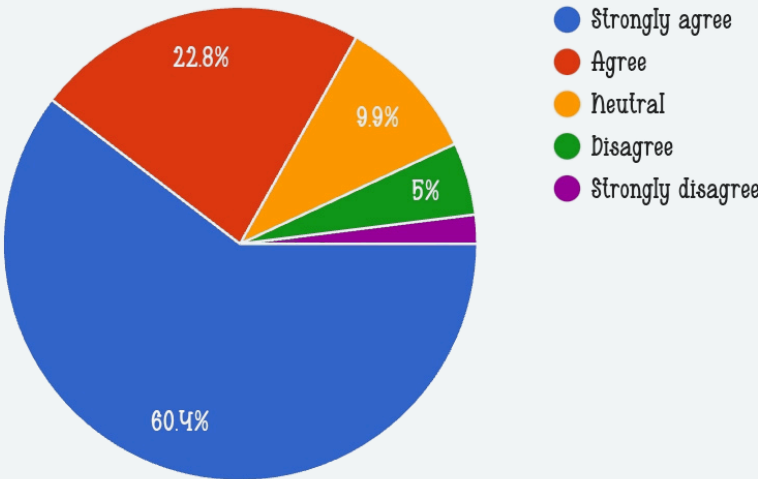
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Is the content creative and encouraging?

101 responses

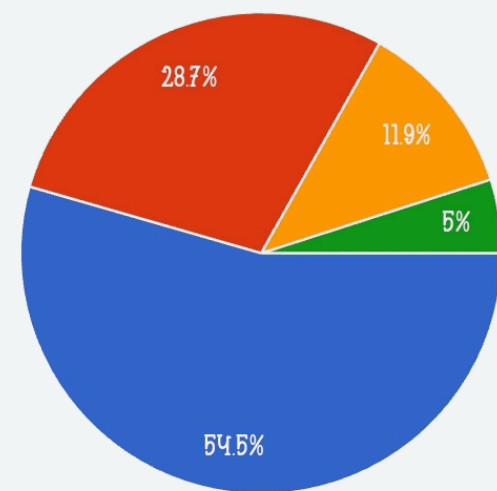
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After seeing social media content, you feel interested in trying Camp Cola.

101 responses

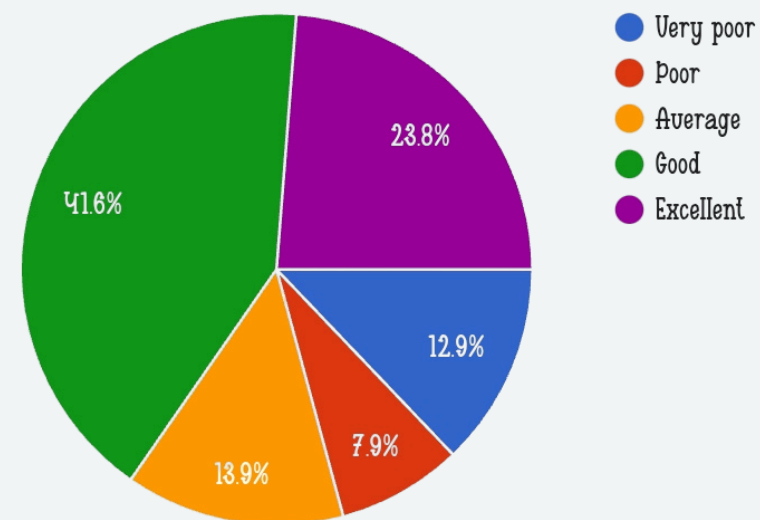


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How would you rate the quality of Cama Cola's social media content?

101 responses

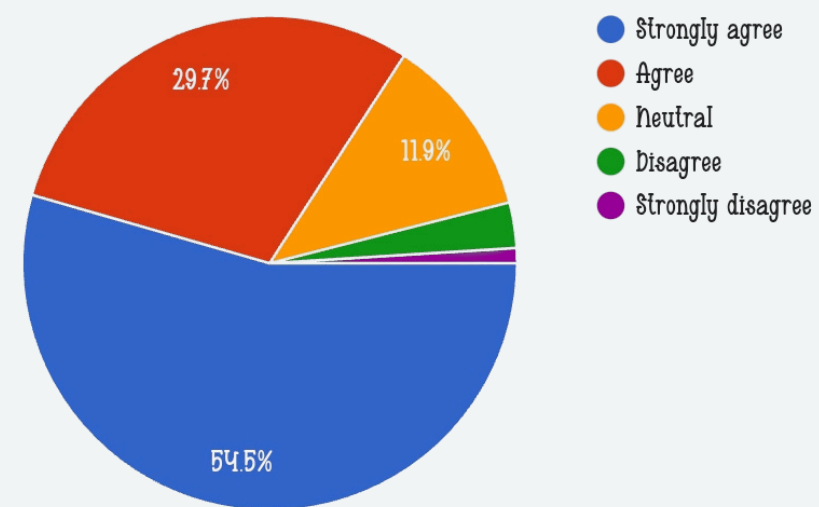
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Compare to other soft drink brands, Campa Cola's social media marketing in is effective

101 responses

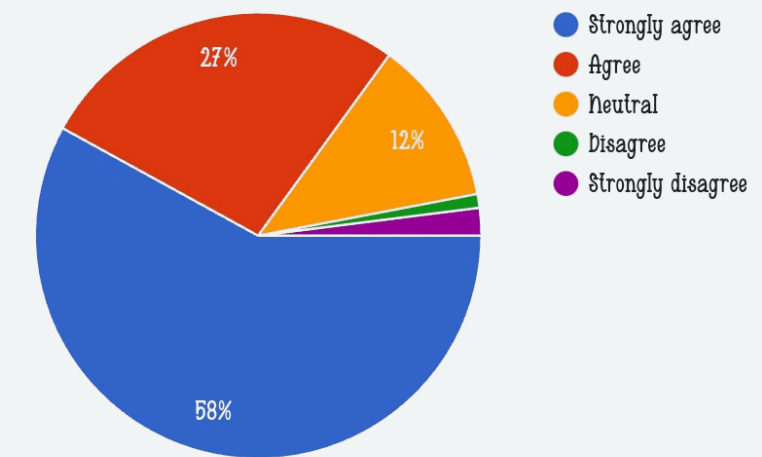
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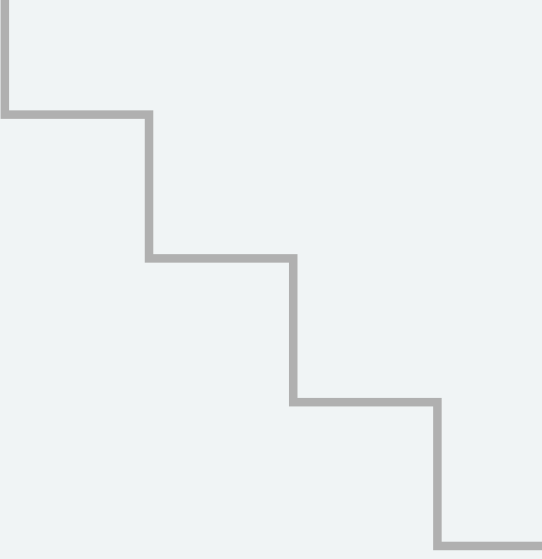


Social media promotions influences your purchasing decision.

100 responses

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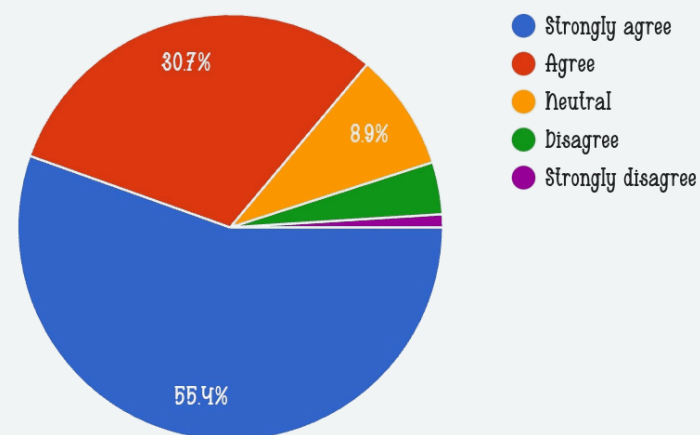




Does the content provide useful information about the product?

101 responses

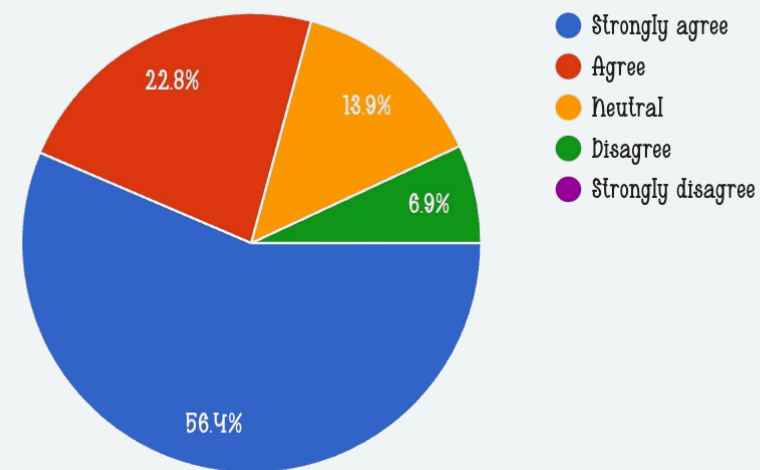
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Social media content, improve your perception of Camp Cola?

101 responses

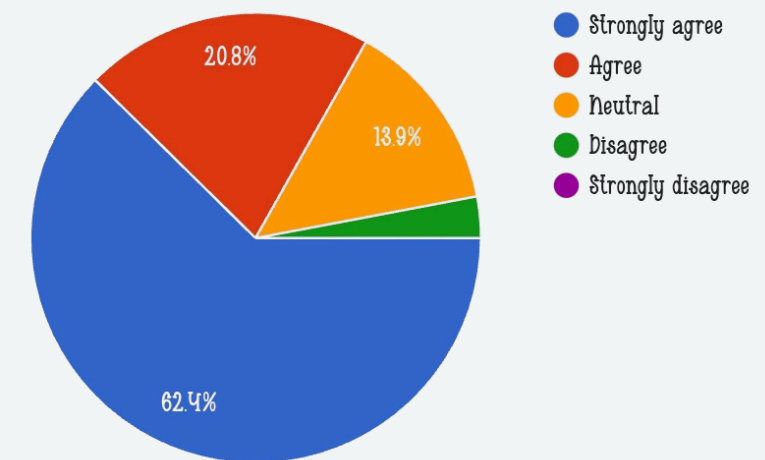
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Do you think influencer promotions improve the brand image of Campa Cola?

101 responses

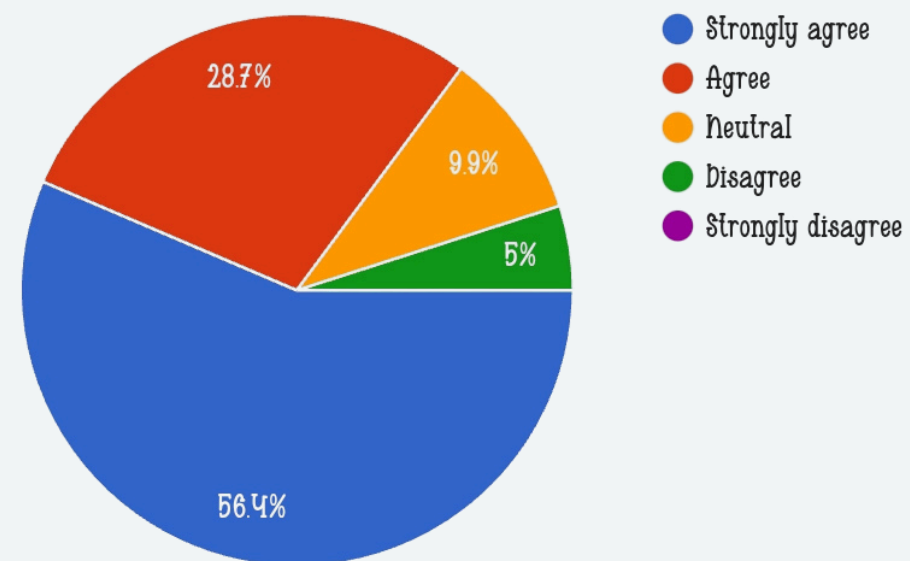
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Social media content makes Campa Cola appear modern and trendy?

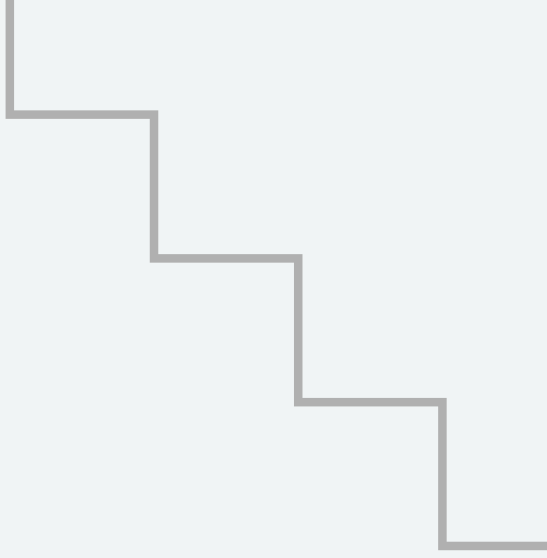
101 responses

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Hypothesis 2 - Analysis



SM = 3.51

SMI = 3.08

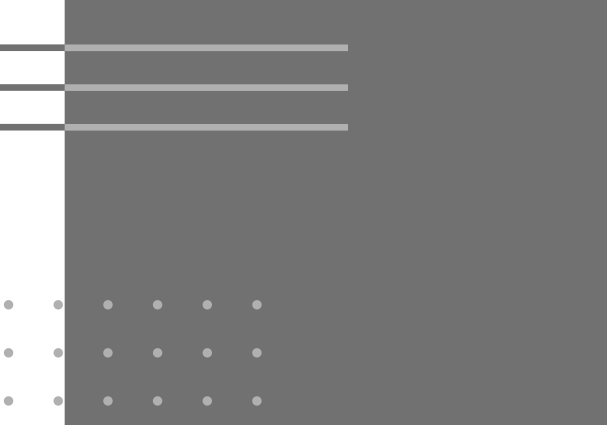
The mean comparison between social media advertisements and influencer promotions shows that the average score for social media ads (3.51) is higher than that of influencer ads (3.08). This indicates that respondents have a more favorable perception and response toward regular social media advertisements compared to influencer-based promotions.

The higher mean value of social media ads suggests that factors such as visual appeal, creativity, useful information, and promotional offers are more effective in attracting and engaging consumers than influencer-driven content.

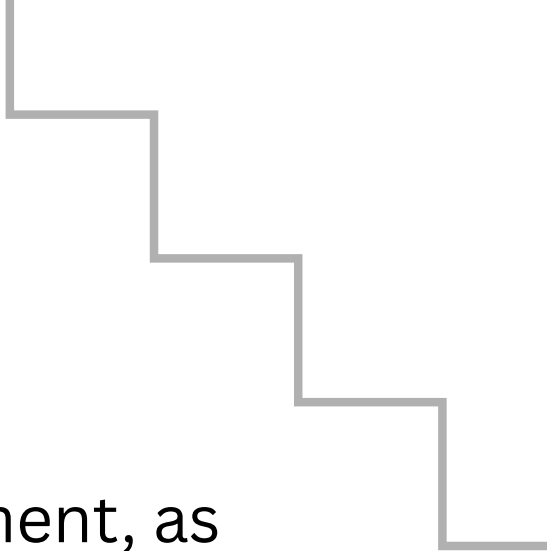
Although influencer marketing contributes to building trust and brand image, it appears to be less impactful compared to direct social media advertising strategies among the respondents.

Since there is a clear difference between the mean values ($3.51 > 3.08$), it can be concluded that consumer responses toward social media advertisements and influencer promotions are not the same.

Therefore, the null hypothesis (H_{02}) is rejected and the alternative hypothesis (H_{12}) is accepted, confirming that there is a significant difference in the effectiveness of social media ads and influencer ads.



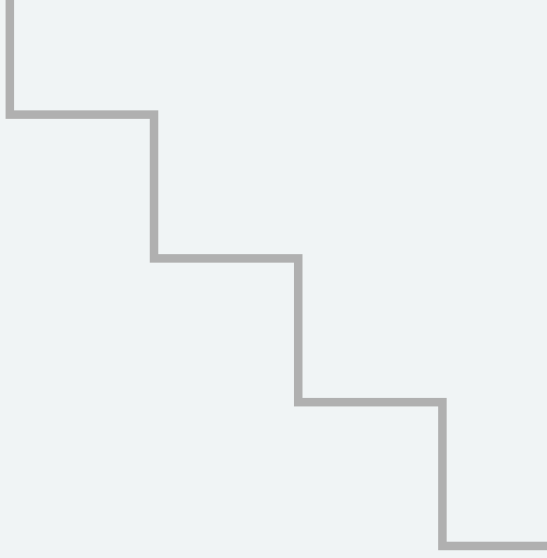
FINDINGS

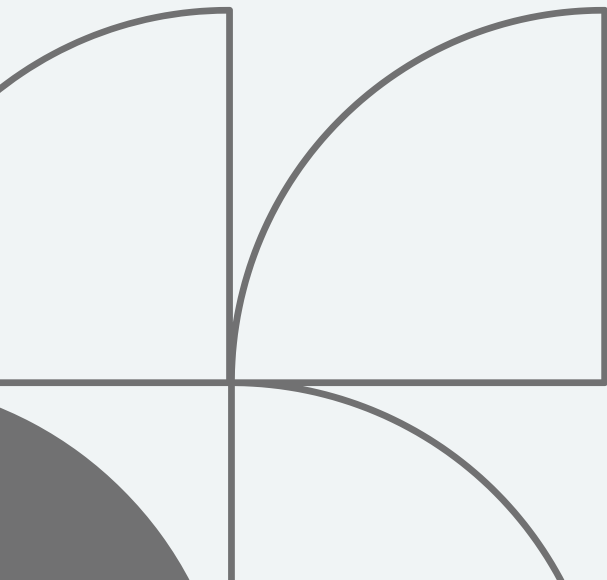
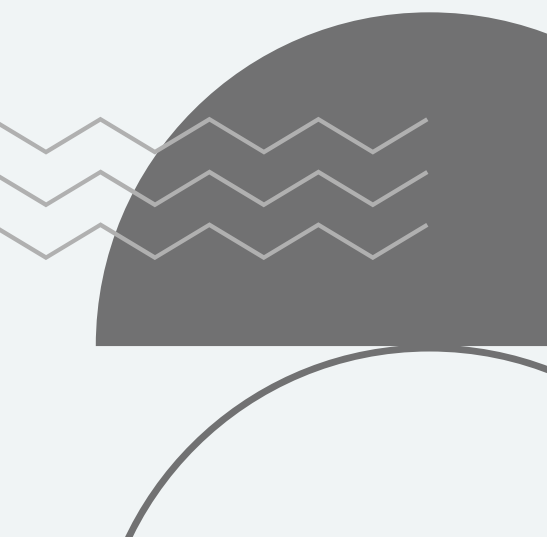


- The study reveals that social media marketing has a strong positive impact on customer engagement, as indicated by a high correlation coefficient ($r = 0.735$). This means that better social media content leads to higher interaction, purchase intention, and recommendations.
- A majority of respondents are young (18–25 years) and students, and they are highly active on social media, with most using it on a daily basis. This makes them a key target audience for digital marketing.
- Instagram is the most preferred platform, followed by YouTube, indicating that visually engaging platforms are more effective for reaching and influencing consumers.
- Brand awareness of Campa Cola is very high, with over 90% of respondents being familiar with the brand, largely due to social media exposure.
- Respondents generally perceive Campa Cola's social media content as creative, visually appealing, and informative, which positively influences their perception of the brand.
- Social media promotions significantly influence purchase decisions and trial intentions, showing that digital marketing directly affects consumer behavior.
- Influencer marketing has a positive impact, especially in building trust and brand image, but it is comparatively less effective than regular social media advertisements.



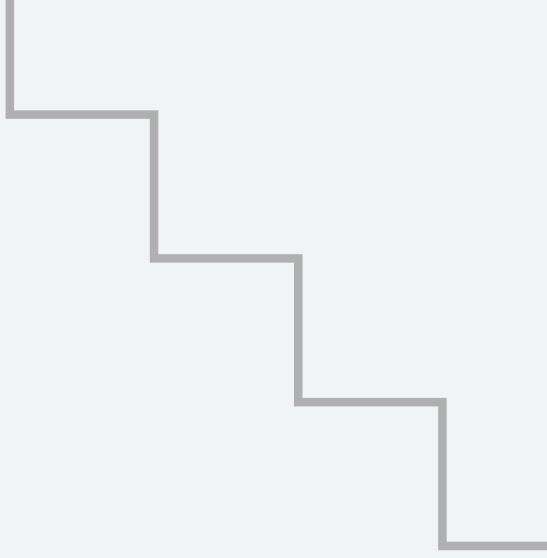
Suggestions



- Focus more on Instagram marketing
 - Enhance content, creativity, and consistency
 - Leverage Leverage influencer marketing strategically
 - Use more offer and personalised ads
 - Encourage user interaction and engagement
- 
- 



Conclusion



The study concludes that social media marketing plays a significant role in influencing customer engagement and behavior toward Campa Cola. The findings indicate a strong positive relationship between social media activities and customer engagement, showing that effective and appealing content leads to higher interaction, improved brand perception, and increased purchase intention. The research also highlights that the majority of respondents are young and highly active on platforms like Instagram, making social media a powerful tool for reaching this target audience. While both social media advertisements and influencer promotions contribute to brand awareness and engagement, regular social media ads are found to be more effective. Overall, Campa Cola's social media strategy successfully positions the brand as modern and engaging, though there is still scope for improvement in consistency and strategic use of influencer marketing to further enhance its impact.



Thank
you